Dear Affiliate Partner:

To assist you in complying with the reporting requirements for children's television and the requirement that stations air "core" children's programming, we are providing you with episode-specific descriptions (for QUBO Kids on NBC) as set forth in the attached Community Relations Quarterly Children's Programming Report for 4th quarter 2008. The report includes information to help prepare FCC Form 398. Please note that we have not included the specific dates and times for each of the programs as that may be station-specific.

This report is divided into the following categories:

- 1. Programming information for those stations airing NBC Weather Plus children's educational and informational programming and episode numbers.
- 2. Educational Objectives: QUBO for both the 4th quarter 2008 and 1st quarter 2009.
- 3. <u>Core programming</u>: Regularly scheduled programming furnished by the NBC Network that is specifically designed to serve the educational and informational needs of children 16 and under. Please note that the age target for QUBO programming on NBC is 4-8 years old. Each of these programs is identified on-air as educational and informational with the "E/I" icon, and is similarly identified to the national listing services. To assist stations with the preemption report section of the new FCC Form 398, we have added specific episode numbers.
- 4. Other programming: Programming furnished by the NBC Network that contributes to the educational and informational needs of children 16 and under, but is not specifically designed to meet the educational and informational needs of children.
- 5. Public service announcements targeted to children 16 and under.
- 6. <u>Non-broadcast efforts</u> that enhance the educational and informational value of NBC Network programming to children.
- 7. Network on-air promotional efforts, which include a schedule of QUBO programming on NBC on-air promos.

The regularly-scheduled children's programming and promotional content furnished to you by the NBC Network during the 4th quarter of 2008 complied with the commercial limits of the Children's Television Act, provided that you broadcast and distributed such programming as furnished to you by NBC, and did not add any promotional or advertising content there to other than as directed by NBC via weekly postings on APT.

If you have any questions about these reporting requirements, please feel free to call us.

Loretta Alden NBC Universal Affiliate Relations, Director 212-664-2928 loretta.alden@nbcuni.com

NBC Weather Plus Children's Programming and FCC Form 398

Stations that are airing NBC Weather Plus's children's educational and informational programming will likely want to note that programming on the station's Form 398. The FCC has released its new Form 398 to enable stations to better detail children's programming for its digital multicast channels. Stations should use the new form in filing the Form 398 for the fourth quarter. Here are the descriptions for Weather Plus children's programming for your assistance in completing Question 10 on the new Form 398.

Origination

Title of Frogram "		01181111111				
Weather Plus U. (Digital Multicast Only)		NBC Weather Plus Network (digital)		(digital)		
Days/Times Program Regularly Scheduled	Total Times Aired at Regularly Scheduled Time	Number of Preemptions	If preempted, Report	complete Preemption		
Sat/Sun – 1, 3, 5PM	13	0				
Length of Program: 30 (minu	utes)					
Age of Target Child Audienc						
Describe the educational	l and informational object	ive of the progran	and how it:	meets the definition		
of Core Programming.						
episode is an entertaining of events, with targeted topic like "Weather in the News the Classroom" and "Weat changes and how forecaste and how teens can better u	the weather and earth science combination of taped vignet is geared toward teens aged in "Weather Plus on Location ther Plus Interacts." Togethers try to predict the weather inderstand or react to weather	tes and timely segm 13 and older. The s on," "Weather Plus ler, the segments high the the the the the the the the the the	ents relating tegments inclu Experiments," hlight how an pe of significate	o current weather de regular features "Weather Plus in d why the weather ant weather events,		
purpose?	nting and informing children ag		_	x_YesNo		
If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 <u>x</u> Yes No C.F.R. Section 73.673?						
	vide information regarding the publishers of program guides co			x_YesNo		

Title of Program #1

Title of Program #2:	,	Origination				
Weather Plus U. (Digital	al Multicast Only)	_	r Pluc Net	work (digital)		
Wedner Flas C. (Digita	ii Withtiedst Only)	1 VDC W Cathe	1 1 145 1101	work (digital)		
Days/Times Program	Total Times Aired at Regularly	Number of	If proomp	oted, complete		
Regularly Scheduled	Scheduled Time	Preemptions		on Report		
regularly believated	Genedated Time	Tremptions	Treemptic	JII Report		
Length of Program: 30 (min	utes)					
Age of Target Child Audience						
Describe the educational	l and informational objective of	of the program a	nd how it	meets the definition		
of Core Programming.	J	1 0				
8						
Weather Plus U., a program available on the Station's digital multicast "NBC Weather Plus" channel, offers teenagers a closer look at the weather and earth sciences and how they can and do affect their lives. Each episode is an entertaining combination of taped vignettes and timely segments relating to current weather events, with targeted topics geared toward teens aged 13 and older. The segments include regular features like "Weather in the News," "Weather Plus on Location," "Weather Plus Experiments," "Weather Plus in the Classroom" and "Weather Plus Interacts." Together, the segments highlight how and why the weather changes and how forecasters try to predict the weather, the nature and scope of significant weather events, and how teens can better understand or react to weather, both in their hometown and around the world.						
Does the program have educating and informing children ages 16 and under as a significant purpose? X Yes No purpose?						
If Yes, does the licensee identify each program at the beginning of it's airing consistent with x _YesNo 47 C.F.R. Section 73.673?						
If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?						

And so on -- each of the six half-hour weekly episodes of "Weather Plus U." may want to be separately listed on the report (albeit each may have the same description) in order to facilitate any possible preemptions or schedule changes in the future.

Weather Plus U	Iniversity E	pisode (Grid 200)8	
Episode #'s	Air Date	First Air	Re-Air	Pre-empted	Reason
Episode 118-08	4-Oct	1p			
Episode 118-08	4-Oct		3р		
Episode 119-08	4-Oct	5p			
Episode 119-08	5-Oct		1p		
Episode 120-08	5-Oct	3р			
Episode 120-08	5-Oct		5p		
Episode 121-08	11-Oct	1p			
Episode 121-08	11-Oct		3р		
Episode 122-08	11-Oct	5p			_
Episode 122-08	12-Oct		1p		
Episode 123-08	12-Oct	3p			
Episode 123-08	12-Oct		5p		
Episode 124-08	18-Oct	1p			
Episode 124-08	18-Oct		3р		
Episode 125-08	18-Oct	5p			
Episode 125-08	19-Oct		1p		
Episode 126-08	19-Oct	3p			
Episode 126-08	19-Oct		5p		
Episode 127-08	25-Oct	1p			
Episode 127-08	25-Oct		3р		
Episode 128-08	25-Oct	5p		-	
Episode 128-08	26-Oct		1p		
Episode 129-08	26-Oct	3p			
Episode 129-08	26-Oct		5p		

Episode 130-08	1-Nov 1p		
Episode 130-08	1-Nov	3р	
Episode 131-08	1-Nov5p		
Episode 131-08	2-Nov	1p	
Episode 132-08	2-Nov3p		
Episode 132-08	2-Nov	5р	
Episode 133-08	8-Nov 1p		
Episode 133-08	8-Nov	3р	
Episode 134-08	8-Nov5p		
Episode 134-08	9-Nov	1p	
Episode 135-08	9-Nov 3p		
Episode 135-08	9-Nov	5р	
Episode 136-08	15-Nov 1p		
Episode 136-08	15-Nov	3р	
Episode 137-08	15-Nov 5p		
Episode 137-08	16-Nov	1p	
Episode 138-08	16-Nov 3p		
Episode 138-08	16-Nov	5p	
Episode 139-08	22-Nov 1p		
Episode 139-08	22-Nov	3р	
Episode 140-08	22-Nov 5p		
Episode 140-08	23-Nov	1p	
Episode 141-08	23-Nov 3p		
Episode 141-08	23-Nov	5р	
Episode 142-08	29-Nov 1p		
Episode 142-08	29-Nov	3р	
Episode 143-08	29-Nov 5p		
Episode 143-08	30-Nov	1p	
Episode 144-08	30-Nov 3p		
Episode 144-08	30-Nov	5р	

Episode 145-08	6-Dec 1p			
Episode 145-08	6-Dec	3p		
Episode 146-08	6-Dec 5p			
Episode 146-08	7-Dec	1p		
Episode 147-08	7-Dec 3p			
Episode 147-08	7-Dec	5p		
Episode 148-08	13-Dec 1p			
Episode 148-08	13-Dec	3p		
Episode 149-08	13-Dec 5p			
Episode 149-08	14-Dec	1p		
Episode 150-08	14-Dec 3p			
Episode 150-08	14-Dec	5p		
Episode 151-08	20-Dec 1p			
Episode 151-08	20-Dec	3p		
Episode 152-08	20-Dec 5p			
Episode 152-08	21-Dec	1p		
Episode 153-08	21-Dec 3p			
Episode 153-08	21-Dec	5p		
Episode 154-08	27-Dec 1p			
Episode 154-08	27-Dec	3р		
Episode 155-08	27-Dec 5p			
Episode 155-08	28-Dec	1p		
Episode 156-08	28-Dec 3p			
Episode 156-08	28-Dec	5p		

"QUBO ON NBC" EDUCATIONAL OBJECTIVES

For 4th Quarter 2008

EDUCATIONAL OBJECTIVES

4th Quarter 2008 Educational Objectives

In compliance with the Children's Television regulations that became effective January 2, 1997, the **QUBO Programming Block on NBC** features an on-air icon indicating that each program is "educational and informational" for children. This icon is displayed at the beginning of each broadcast. Also, in compliance with the regulations, the following document, which includes "educational and informational" objectives of **QUBO on NBC**, must be placed in your public file.

Each of the programs listed below, which make up the **QUBO** programming block, is specifically designed to serve the "educational and informational" needs of children ages 4-8. All of the programs have educational objectives that are central to the content and appropriate to the program genre.

There are five returning shows from last quarter and one new show for the 4th quarter of 2008. Replacing Babar, this quarter introduces a new show called, "<u>Turbo Dogs</u>." All shows were developed specifically for a target audience composed of children 4-8 years of age. Four of the shows are book-based series. Five of the shows, including the new one, contain important social-emotional messages for the target audience; one of the returning shows communicates science and astronomy messages. All educational and informational messages are delivered through an animated narrative format.

Set in medieval times, "Jane and the Dragon" is an animated show that hails from Martin Baynton's best-selling book about a middle-class girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Jane's best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the King's Guard. Sometimes Jane learns a moral lesson, and other times she uses her analytical ability to illustrate how a problem can be made less complicated and easily solved.

Based on the book series by Deborah Manchester, "The Zula Patrol" teaches science and astronomy facts to a target audience of children 4-8 years of age. The Zula Patrol is a group of six animated aliens, headed by Captain Bula, who carry out a variety of scientific space missions. During their missions, Captain Bula and his crew often encounter their foe, Dark Truder, and his minion, Traxie, who are trying to take over the universe. Over the course of the story, the audience learns different facts about specific space topics such as stars, planets, orbits, moons, asteroids, comets, gravity, and space probes. The information is then highlighted during a segment where crew member Professor Multo delivers his "Multo-Moments" or summary of scientific facts from the story. Typically, the stories also provide a social-emotional tag based on tolerance and non-violent conflict-resolution.

"3-2-1 Penguins!" features two children—Jason and Michelle— whose vacation at their grandmother's cottage ends up being more adventure than they expect when their toy spaceship with four toy Penguins comes to life. The children are sucked into the spaceship, where they meet the now live Penguins and

journey through space to solve an inter-galactic disaster threatening the Penguins and their friends. Each story begins with a problem, a moral dilemma for one of the siblings that affects his/her relations with the other, and ends after the children have learned an important social-emotional message through their adventure. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.

"VeggieTales" is a show that draws upon characters from stories, which use both long and short form material to provide social-emotional messages to children. The children's series features animated vegetables who teach life lessons through stories. Hosted by Bob the Tomato and Larry the Cucumber, each episode begins by establishing the problem. Using short stories to parallel the situation with a problem and solution, the episodes end by reiterating the proposed solution and the life lesson learned through the experience. The show communicates social-emotional messages based upon the core values of honesty, kindness, forgiveness, and appreciation for all, using music, unusual characters, and allegorical storylines.

"Turbo Dogs" is an animated show based on the books (Racer Dogs) by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing like directionality and the concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.

"My Friend Rabbit" is an animated show with two lead characters, Rabbit and Mouse, who work together to tackle challenges that are characteristic of the childhood experience. With each episode, Rabbit and Mouse, along with other friends, face a unique dilemma that compels them to think creatively about how to approach and solve their problem by trying out different solutions and persisting with new ideas when one fails.

1st Quarter 2009 Educational Objectives

There are no new shows for the 1st guarter of 2009.

All shows were developed for a target audience composed of children 4-8 years of age. Four of the shows are book-based series. Five of the returning shows contain important social-emotional messages for the target audience. One of the returning shows communicates science and astronomy messages. All educational and informational messages are delivered through an animated narrative format.

4TH QUARTER 2008 SHOW SUMMARIES

JANE AND THE DRAGON is a coming-of-age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.

THE ZULA PATROL is an animated show about six extraterrestrial characters—Captain Bula, his copilot Zeeter, Professor Multo, their pet, Gorgo, and their flying dictionaries Wizzy and Wig—who learn key science concepts as they explore the galaxy through space missions. Often, the group encounters the evil Dark Truder and his talking toupee minion, Traxie, and must thwart Truder's poorly planned schemes to take over the universe. Each character exhibits unique abilities and traits that, combined with their new knowledge, helps them problem-solve their way through their journeys. Using an integrated approach to target diverse learning styles, the show communicates its educational messages through narratives and a two-part information segment at the end of each story.

<u>3-2-1 PENGUINS!</u> draws upon characters from two stories and uses both long and short form material involving these characters to provide social-emotional messages to children. The show features two children, Jason and Michelle, whose vacation at their grandmother's cottage ends up being more adventure than they expect when their toy spaceship with four toy Penguins comes to life. The children are sucked into the spaceship, where they meet the now live Penguins and journey through space to solve an intergalactic disaster threatening the Penguins and their friends. Each story begins with a problem and ends after the children have learned an important social-emotional message through their adventure with the Penguins.

VEGGIETALES is a show that draws upon characters from stories, which use both long and short form material to provide social-emotional messages to children. Narrated by animated veggies, Bob the Tomato and Larry the Cucumber, the show teaches life lessons through wit and humor. Each episode contains one or two short animated stories that illustrate core values to children in an entertaining way. Stories are interrupted with silly songs, usually sung by Larry the Cucumber, that contain whacky lyrics in a catchy tune. Each episode ends with Bob and Larry reinforcing the lesson learned through the stories.

TURBO DOGS is a show about six canine friends—Dash, GT, Clutch, Stinkbert, Strut, and Mags—who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the turbo dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the turbo dogs encountering a problem that must be resolved while preparing to compete. Usually, the turbo dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.

MY FRIEND RABBIT models constructive problem-solving for young children, ages 4-8. In each episode, the story characters find themselves facing a different dilemma that is drawn from a typical

childhood experience. Rabbit and Mouse usually lead us through creative problem-solving, which involves tenacity and working in teams. The group may figure out how to make the most of a bad situation, invent toys from everyday objects, solve some of nature's riddles, respect their differences, or take care of others who need a little extra help. The characters specialize in converting a challenge into a social activity filled with optimism, creativity and humor. The series helps children learn to "think out of the box" by showing viewers how the characters work together to come up with possible solutions, and persist with new ideas when one solution fails.

1ST QUARTER 2009 SHOW SUMMARIES

There are no new shows for the 1st quarter of 2009.

"CORE PROGRAMMING" PROGRAMMING FURNISHED BY THE NBC NETWORK THAT IS SPECIFICALLY DESIGNED TO SERVE THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER (AGE TARGET 4-8) OCTOBER-DECEMBER 2008

Airdate: 10/04/2008

Time:

Duration: 30:00

JANE AND THE DRAGON

GO WEST YOUNG GARDENER (JAD205)

After riding with Jane and Dragon over the kingdom, Rake realizes how small his garden is compared to the rest of the world. Pepper reminds him what his garden means to him, but Rake isn't satisfied. He gets his chance to leave his garden again, after Pepper tells him she needs new herbs and spices. Rake promises to return with something new and sets off with Jane and Dragon. While he explores the woods, Jane and Dragon fall asleep. Rake continues his search for new plants but ends up getting lost. In the process, he finds a new plant, but when he reaches for it, he gets stuck in a log. Jane and Dragon finally rescue him and carry him back to the kingdom. Although he kept his promise to Pepper and found her a new herb, Rake realizes he's happier being home where he's surrounded by everything he loves.

[Educational Message: Exploring the world is exciting because there's so much to see, but nothing compares to your own home where you're surrounded by everything you love.]

Airdate: 10/04/2008

Time:

Duration: 30:00

THE ZULA PATROL

THIS LOOKS LIKE A JOB FOR THE ZULA DUDES (ZUL101)

The Zula Patrollers camp out on Planet Zula as a meteor streaks by. Multo uses the Multopedia to explain to his friends that some space rocks are called asteroids, most of which go around the sun in the asteroid belt between Jupiter and Mars. When a piece of the rock falls off and flies through space near a planet, it creates a streak of light or a meteor. Dark Truder listens in and devises a plan to trick all the asteroids in the asteroid belt to head toward Zula, despite the asteroids' warning that once they start they won't be able to stop. As the asteroids head for Zula, Surfer Asteroid makes a distress call to The Zula Patrol to warn them. The Zula Patrol saves their planet by using Multo's newest invention to send the asteroids back into space, thwarting Dark Truder's plans.



To: All Partner Stations From: Bethany Berdes, Manager/Programming & Distribution

Re: FCC Children's Quarterly Report – 4th Quarter 2008

Date: January 5, 2008 Copies To:

ATTENTION PUBLIC FILE ADMINISTRATOR

We will be providing this information in the legal section of our Affiliate website. This information is verification of the programs which ran and that commercial limitations were not exceeded within network and syndicated programming.

For Partners Disseminating CW PLUS Signal Via Cable Only: As a partner station, you should only keep this information on file. YOU DO NOT NEED TO FILE ANYTHING WITH THE FCC. Remember, this is a cable channel, not a broadcast station. Cable is NOT obligated to file their compliance with the FCC because there is no licensing involved. Should your cable systems carrying the channel request copies of this information, please provide them with it. Please let us know if you have any questions.

Please feel free to contact Bethany Berdes at (818) 977-8246 with any questions (or e-mail your request to bethany,berdes@cwtv.com and she will forward as soon as possible).

CW Educational Programming

Attached is a list of 4th Quarter 2008 CW Children's Educational Programming for your public files.

Statement

This statement is designed to furnish you with additional information concerning the commercial matter contained in the network's children's programs, and to enable you to more easily comply with the requirements of the Children's Television Act of 1990.

The following is a list of all CW Television Network programs which were produced and broadcast with the intention of primarily reaching an audience of children seventeen years old and younger that were scheduled for broadcast during the fourth quarter of 2008. Each of these programs were formatted to allow for no more than 10.5 minutes of commercial time per hour on weekends and 12 minutes of commercial time per hour on weekdays.

The "E/I" notation represents "core" educational programming on The CW that The CW believes meets the FCC educational programming three (3) hour processing guideline.

CHILDREN'S PROGRAMS The CW Television Network

1. Program: Will & Dewitt Rating: TV-Y E/I Length: 30 minutes

2. Program: The Spectacular Spider-Man Rating: TV-Y7 FV

30 minutes

30 minutes

3. Program: Chaotic Rating: TV-Y7 FV

Length:

Length:

4. Program: Teenage Mutant Ninja Turtles

Rating: TV-Y7 FV Length: 30 minutes

5. Program: Skunk Fu!
Rating: TV-Y7
Length: 30 minutes

6. Program: Viva Pinata Rating: TV-Y7 Length: 30 minutes

7. Program: Dinosaur King! Rating: TV-Y7 FV Length: 30 minutes

8. Program: Yu-Gi-Oh! 5D's Rating: TV-Y7 FV Length: 30 minutes

9. Program: Gogoriki
Rating: TV-Y E/I
Length: 30 minutes

10. Program: Teenage Mutant Ninja Turtles Back to the Sewer

Rating: TV-Y7 FV Length: 30 minutes

11. Program: Karmen Rider Dragon Knight

Rating: TV-Y7 FV Length: 30 minutes

THE CW PLUS

1. Program: Degrassi: The Next Generation

Rating: TV-PG (E/I 13-16)

Length: 30 minutes

2. Program: Gladiators 2000 (eff. 9/21/08)

Rating: TV-PG (E/I 13-17)

Length: 30 minutes

Children's Programming Commercial Limitations:

The following is a list of the amount of commercials allowed into KOMU-TV children's programming. The programs are formatted so that additional commercial time cannot fall into the programs deemed educational and informational. Formats are reviewed on an annual basis.

The NBC/QUBO Kids programs which are designated as educational and informational formatted to allow 1:00 of local advertising time. These programs are:

Jane & The Dragon
Zulu Patrol
3-2-1 Penguins/Larry Boy Stories
Veggie Tales
Turbo Dogs
My Friend Rabbit

KOMU syndicated programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:

Wild About Animals	3:30
Jack Hanna's Animal Adventures	5:00
Critter Gitters	3:00

The NBC Weather Plus (KOMU-DT 8.2) programs which are designated as educational and informational formatted to allow 1:30 of local advertising time. These programs are:

Weather Plus U

The CW Network and CW Plus (KOMU-DT 8.3) programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:

Will & Dewitt	:30
Gogoriki	:30
Gladiators 2000	:30
Degrassi: The Next Generation Sat	:30
Degrassi: The Next Generation Sun	1:00

		*	
			*

CERTIFICATION

CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, formats all of its children's programming for children 16 and under, or for children 12 and under, including programs provided through the network (NBC, NBC WX Plus & CW) and syndicated programs acquired by KOMU-TV, so that all such programming fully complies with the statutory limits of commercial content.

Date: $\sqrt{q/q}$

Programs designated for children 16 and under:

Jane & The Dragon (NBC)
Zulu Patrol
3-2-1 Penguins/Larry Boy Stories (NBC)
Veggie Tales (NBC)
Turbo Dogs
My Friend Rabbit (NBC)
Wild About Animals (SYN)
Critter Gitters (SYN)
Jack Hanna's Animal Adventures (SYN)
Weather Plus U (NBC WX Plus)
Degrassi: The Next Generation (SYN)
Will & Dewitt (SYN)
Gladiators 2000 (SYN)
Gogoriki (CW)

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WEB ADDRESS CERTIFICATION CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, does not locally display web site addresses during or adjacent to children's programming for children 16 and under, or for children 12 and under, including programs provided through the network and syndicated programs acquired by KOMU-TV. If website information is provided, it is integrated into the program at the direction of the children's program producer.